

Faculty of Higher Education

Subject Code	EVE701
Subject Name	Sustainability for the Events Industry
Credit points	6
Study Level	Year 3
Delivery mode	On campus
Location	Melbourne
Prerequisites	None

Subject Coordinator
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Subject Overview	<p>This subject explores the concept of sustainability and its applicability and adoption in the events industry. The subject takes a holistic view of sustainability by investigating the economic, social and environmental impacts of events and the roles that a range of stakeholders play in delivering a sustainable event. Case studies are used to highlight the complex environments in which event organization occurs and that a host of political, social and economic forces are potentially involved in shaping the adoption of sustainable practices within any event.</p>
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Learning Outcomes	Analyse the internal and external environments which shape the adoption of sustainable practices at events
	Evaluate the role played by a range of stakeholders in the adoption of sustainable practices within an event
	Critically analyse the legacies that events can create for all stakeholders
	Reflect on the contested concept of sustainability and summarise the case for its adoption in industry relevant contexts.

Assessments	Details	Weighting
	Group presentation	20%
	Case study reviews	40%
	Research project	40%

Graduate Attributes addressed in this subject	Ethical and social understanding
	Systematic and coherent body of knowledge
	Cognitive skills to synthesise and consolidate knowledge
	Scholarly skills
	Communication skills
	Personal attributes - Work independently, Sustainability